GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:4201
ANSWERED ON:14.12.2001
ROLE OF ITPO IN EXPORT
BAHADUR SINGH KOLI

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) the steps taken by the Indian Trade Promotion Organisation to promote handicrafts, artificial jewellery etc. in the world market during the last three years;

(b) whether there has been any significant increase in exports of these items;

(c) if so, the details thereof; and

(d) the other major steps proposed to be taken by the Government to promote the handicrafts and artificial jewellery especially of Rajasthan and to increase the export of these items?

Answer

MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI RAJIV PRATAP RUDY)

(a) : India Trade Promotion Organisation (ITPO) organizes display and promotion in a large number of events in India and abroad. Some of these events are specifically for the product group including handicrafts and jewellery, while some others are multi-product shows covering artificial jewellery and handicrafts. During the last three year i.e. 1998-99, 1999-2000, 2000-2001 artificial jewellery, handicrafts etc. were promoted in 76 events.

(b) Yes Sir.

(c) As a result of various trade promotion measures, exports of handicrafts (including hand made carpets) increased from Rs. 4,37,182.82 lakhs during 1998-1999 to Rs. 5,05,812.40 lakhs during 1999-2000 which further increased to Rs. 5,09, 439.87 lakhs during 2000-2001.

(d) The steps taken by the Government to promote the handicrafts and artificial jewellery including from the State of Rajasthan include; sponsoring of sales-cum-study teams abroad, overseas publicity, organization of buyer-seller`s meets, publication of catalogues, participation in various international fairs/festivals and organization of Indian Handicrafts and Gifts Fair (Autumn and Spring) annually at New Delhi.